

**For Immediate Release**

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**DENON EXPANDS ITS BLU-RAY LINEUP WITH NEW MODEL DVD-1800BD PLAYER**

*-- New More Affordable Player Brings Denon-Quality Blu-ray Performance Within Reach of More Consumers; Features HDMI 1.3a with Deep Color Support --*

**Mahwah, NJ, May 20, 2008** — Denon Electronics, one of the world's premier manufacturers of high-quality home entertainment components, today announced the introduction of the third member in its highly successful and critically acclaimed Blu-ray DVD family, the model **DVD-1800BD** Profile 1 version 1.1 Blu-ray Disc Player (SRP: \$749). Offering consumers extraordinary video quality and audio excellence at a more affordable price point, the DVD-1800BD features HDMI 1.3a with Deep Color and Bonus View support, full bitstream output of Dolby and DTS-HD audio formats, as well as 1080p scaling from SD DVDs and 2-channel analog audio output. The Denon DVD-1800BD is scheduled for availability in October 2008

Like Denon's two recently introduced Blu-ray products, the **DVD-3800BDCI** Blu-ray Disc Player (\$1,999) and the **DVD-2500BTCI** (SRP: \$1,199) Blu-ray Disc Transport, the DVD-1800BD allows owners of advanced A/V receivers to add Blu-ray capability to their system and enjoy high definition video. The DVD-1800BD will natively output an HD audio bit-stream to a connected receiver via HDMI. Once this signal is accepted in the receiver, it can then be decoded into its native format including Dolby Digital Plus, Dolby TrueHD and DTS HD Master Audio. For those listeners who want to use the DVD-1800BD as a step-up CD player, this unit features a dedicated 2-channel analog output, equipped with high-class Burr-Brown D/A converters and superior analog components to ensure the high level of sound quality for which Denon is renowned.

In keeping with the guidelines mandated by the Blu-ray Association for BD-ROM Profile 1 version 1.1 players, the Denon Model DVD-1800BD incorporates a secondary audio and video decoder. This allows for simultaneous playback of a secondary audio and video track which may be used for interactive audio and commentary and for picture-in-picture capability (respectively). Additional information (subtitles, audio streams, camera angles, trailers, games,

etc.) can be downloaded from the Internet via computer and stored on a SD card that the player will accept. This content can be played with the original content of Blu-ray Discs.

### **About Denon Electronics**

Denon is a world leader in the manufacture of the highest quality home theater, audio and software products. Denon is recognized internationally for innovative and groundbreaking products and has a long history of technical innovations, including the development and first commercialization of PCM digital audio. Denon Electronics is owned by D&M Holdings Inc.

### **About D&M Holdings Inc.**

D&M Holdings Inc. is a global operating company providing worldwide management and distribution platforms for premium consumer, automotive, commercial and professional audio and video businesses including Denon<sup>®</sup>, Marantz<sup>®</sup>, McIntosh<sup>®</sup> Laboratory, Boston Acoustics<sup>®</sup>, Snell Acoustics, Escient<sup>®</sup>, Calrec Audio, Denon DJ, Allen & Heath, D&M Professional and D&M Premium Sound Solutions. Our technologies improve the quality of any audio and visual experience. All product and brand names with a trademark symbol are trademarks or registered trademarks of D&M Holdings, Inc. or its subsidiaries. For more information visit [www.dm-holdings.com](http://www.dm-holdings.com).

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